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ABSTRACT

This guide demystifies the process of evaluation by explaining the components of an evaluation design. It is designed to help program or project managers understand that they are an integral part of the evaluation process and a beneficiary of the results. The book can be used in all sectors of the organizational world, including education. The chapters are: (1) "What Is Evaluation?"; (2) "Why Evaluate?"; (3) "Decision Making: Whom To Involve, How, and Why?"; (4) "Starting Point: The Evaluator's Program Description"; (5) "Choosing an Evaluation Model"; (6) "Data Sources"; (7) "Data Analysis"; (8) "Is It Evaluation or Is It Research?"; and (9) "Writing the Evaluation Report." An appendix contains "More on Data Analysis." A sample evaluation report is attached. (Contains 10 tables, 5 figures, 5 exhibits, and 19 references.) (SLD)

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